

CLAIMS

1. A method of transmitting geographically governed information to automotive vehicles or to individuals, depending on the location of said vehicle or individuals, characterised by determining the exact or approximate position of the vehicle or the individual in relation to permanently spaced units (10-12; 20-22; 30-32) for radio communication between said units and a vehicle-carried or an individual-carried communications unit (6,8,9;26,28,29; 36,38,39); by causing a computer (7) and associated database (16) to contain information which includes different data relevant to different geographical areas; by causing said computer (7) to send said relevant information to a receiving unit (14;15;26-29) in each and every one of those vehicles whose positions have been determined and in accordance with the geographical area in which the vehicle or the individual are located.
2. A method according to Claim 1, characterised in that said receiving unit is a mobile telephone (15) or a computer (4) adapted to receive a signal sent via a mobile telephone network and also adapted to receive said information in the form of an SMS-message, an MMS-message, an E-mail message, or a voice message.
3. A method according to Claim 1 or 2, characterised by equipping each vehicle or each person with a communications unit in the form of a transponder (6,8,9) that can be read by means of said permanently spaced units in the form of a communicator that includes a transceiver unit (10,11,12), said communicator being caused to send an inquiry signal to the transponder, wherewith the transponder (6,8,9)

answers the inquiry signal and is therewith caused to transfer the transponder-related identification information to the communicator, which is caused to receive this information; by placing communicators (10-12) along stretches
5 (40-44) of road or at places located in various geographical areas in which it is desired to present said information, wherein each communicator (10-12) that reads a transponder (6,8,9) is caused to send said identity information to said computer (16), and wherein said geographically governed
10 information is then sent to said vehicle-carried or individual-carried receiving unit (14;15;26-29).

4. A method according Claim 3, characterised by determining the approximate position of the vehicle or of the
15 individual and the travelling direction when the vehicle or the individual-carried transponder (6, 8, 9) has been read by two or more mutually sequentially located communicators (10-12).

20 5. A method according to Claim 3 or 4, characterised in the transponder (6, 8, 9) is a so-called RFID-transponder.

6. A method according to Claim 1 or 2, characterised by equipping/providing each vehicle or individual with said
25 communications unit in the form of a mobile telephone (26, 28, 29) and establishing the approximate position of said telephone through the medium of said permanently placed units in the form of a base station belonging to a mobile telephone system, wherein information relating to the position of each
30 mobile telephone (26, 28, 29) identified by a respective base station is caused to be transferred to said computer (16), and wherein said geographically governed information is then caused to be sent to the vehicle-carried or individual-

carried receiving unit, said receiving unit being the said mobile telephone (26, 28, 29).

7. A method according to Claim 6, characterised by
5 determining the approximate position of the mobile telephone (26, 28, 29) and the travelling direction when the mobile telephone is in an area covered by a base station after having been located within the area covered by an adjacent preceding base station.

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8. A method according Claim 1 or 2, characterised by equipping each vehicle with a communications unit in the form of a vehicle number plate or registration plate (36, 38, 39) whose registration number can be read optically by means of
15 said permanently placed unit in the form of a video camera (30-32); by spacing such video cameras along those stretches (40 - 44) of road in different geographical areas within which it is desired to send information; by causing each video camera (30 - 32) that reads a registration number to
20 transfer this number to the computer (7); and by causing the geographically governed information be sent to said vehicle-carried receiving unit (14; 15; 26 - 29).

25 9. A method according to Claim 1, 2, 3, 4, 5, 6, 7 or 8, characterised by sending some of said geographically governed information to respective receiving units (14; 15; 26 - 29) only at given time intervals.

30 10. A method according to Claim 1, 2, 3, 4, 5, 6, 7, 8 or 9, characterised by sending some of said geographically governed information to respective receiving units (14; 15; 26 - 29) only once or only a predetermined number of times.